

Design printed on sportswear and its role in highlighting the Egyptian Identity

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Summary:

Design is an innovative work that leads to the realization of the purpose or function for which it was created. Innovation is the process of melting different elements in a new work of art so that each of these elements performs another function commensurate with its new position in the work of art, and organizing the various artistic elements of lines and shapes, Colors, sizes, and different surfaces and how to organize them using the rules of equilibrium, rhythm and sovereignty to reach the composition.

Although the forming elements of designing distinguish the different works of a particular art from another, but the rules of design may be more important in terms of the organization of relations between these elements and enables the viewer and the recipient not only to observe differences and aesthetic differences, but they are useful and satisfactory functionally as well.

The art of textile printing is an art that combines beauty and benefit, which has given the designer a major role in the production of new products characterized by functional capacity and aesthetic touch, especially after technological advances and the proliferation of product marketing and the expansion of areas of competition and promotion. The topic also plays another important role in the design in terms of its impact on the recipient or viewer with positive or negative thoughts or feelings.

The ancient Egyptian art is an art that carries within it over the years an immortal civilization that has remained strong in its features, which reveals the diversity of elements and decorations on the various applied arts, temples and tombs, which are rich in various subjects, whether social, religious or ideological. They were frequently practiced and appeared in many of their timeless works.

In this research, the problem of the research is confined to the ideas of designs printed on sports clothes on physical products or services and not exposed to intangible ideas such as cultures, arts and the different intellect of people.

The research aims to create designs that reflect the culture and art of the Egyptian society and its heritage of ancient Egyptian art and print those designs on sportswear.

The research assumes that the creation of designs printed on sports clothing fabrics based on the Egyptian national heritage is a new thought leading to the establishment of national culture through sports.

The research is limited to ancient Egyptian art, and the creation of designs from it that are suitable for sportswear.

In this research, the different elements of sports subjects in ancient Egyptian art has been studied to be used in innovative designs suitable for sportswear.

The researcher was exposed in this research to the sport of the ancient Egyptians where sport was an essential part in daily life and an important component in their culture, they knew its importance and benefits on the body and mind and its impact on building personality and maintaining health.

The first type is entertainment sports and can be classified into:

Ball games: It includes handball, girls ball and stick game (known as hockey).

Skill and exercise games which include: sprint, high jump, weight lifting and aerobatics.

The second type is professional games such as wrestling, boxing, swimming and rowing.

Then the researcher discussed the ancient Egyptian art as Pharaonic motifs and drawings are characterized by simplicity, precision, and consistent colors, with the beauty of the proportions of the supporting designs of the surrounding nature, where the two-dimensional flat motifs were used.

It was in most of its positions more like the rows in the form of vertical fall, and feel the solemnity with the freedom that was released by the hand of the ancient Egyptian artist, so he brought us an art saturated with freedom and harmony, and thus the Egyptian decorative art is the ideal of beautiful art.

Then the researcher discussed about Symbolism as an artistic trend known by the Egyptian artist since prehistoric times, which guided him to the symbols and signs of the ancient Egyptian language.

The symbol is characterized by its diversity, because it is possible to express the same meaning in different languages and can express an opinion or idea within the boundaries of one language in different terms the sign is linked to the thing we refer to consistently and every single concrete signal refers to one particular thing.

Then the researcher mentioned some Examples of some symbols used in designs printed on sportswear and their meanings in ancient Egyptian art like:

Triangle symbol:

The triangle represents the sacredness of the ancient Egyptians, like any triangular number symbolizing the sky and the god of heaven, as also the triangle is one side of the pyramid, and the pyramid is the oldest symbol of the sun goddess.

Circle symbol:

For the ancient Egyptians, the circle above the cross (Ankh or the key to life) was the union of male and female or unity of elements of life; and the circle represents (Ra) or the sun disk, which means the renewal of life after death or return to life and

symbolizes immortality because the circle has no beginning or end, so it is always a sign of stability.

Scarab Symbol:

Le Scaralee or Scarab is the sun symbol in Egypt, represented either by the rising sun and the power driven from the sky by the other, or by the sun as the domination of darkness, and a symbol of resurrection, a hot spell in all Mediterranean countries.

Sun symbol:

The god Ra is nothing but the sun itself. Egyptians say that the sun is the beginning of the world and Pharaonic rituals celebrate the sun more than any other people, especially at the fifth Pharaonic dynasty, where these rituals deepened at all levels.

Eye symbol:

The symbol of human heritage represents the ability of the sun to fertility and life and also symbolizes the knowledge of the sacred and protection.

The researcher also discussed the development of the design of Al-Ahly club Sportswear from 1915 with the stability of the red color of Al-Ahly club and the effect of Al-Ahly logo represented by Mansour Chevrolet to become the pioneer in bringing companies to sponsor the team shirt before Zamalek team rushed to contract with Renault Company with the development of design at the beginning of the millennium and the impact of contracting with companies led to competition between them, which affects the economy of these companies.

The study reached a set of four designs to be used on the shirt of the football team of Al-Ahly Club in the Arab Republic of Egypt.

The units of the designs were derived from the symbol of the eye, symbol of scarab, symbol of the pyramids and the face of the statue of Tutankhamun.

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